

# Strengthening Michigan's Aviation System

**MICHIGAN  
AIRPORT  
CONFERENCE**

**20  
13**

February 20 & 21, 2013

Kellogg Hotel &  
Conference Center  
East Lansing, MI



Co-sponsored by: Michigan Association of Airport Executives and  
Michigan Department of Transportation Office of Aeronautics

## CONFERENCE INFORMATION

This is the 22nd year the Michigan Airport Conference has been held by the Michigan Association of Airport Executives (MAAE) and MDOT's Office of Aeronautics. By co-sponsoring this conference, we are able to provide airport sponsors, managers, consultants, and others interested in airport management practices the opportunity to meet in an open forum to share information and ideas. The conference also provides a versatile medium to inform attendees regarding changes and opportunities available to airport communities. The presence of vendors accentuates the availability of new equipment, products, and processes, etc., that can be readily examined and provide hands-on opportunities. To have consultants available to explain their varying areas of expertise is another valuable opportunity this conference provides.

## AGENDA AND SPEAKERS

Wednesday morning we will receive an update from MDOT leadership as well as the latest news and developments from FAA. Following our updates, Steve Meinders, FAA, will discuss the Direct Entry Digital NOTAM Manager Program and the Airport Self Certification Program.

Our lunch speaker will be Leslie Charles, Certified Speaking Professional, motivational speaker, business consultant, and facilitator. She is the author of seven books. Leslie's critically acclaimed "Why Is Everyone So Cranky?" thrust her into the media spotlight for nearly three years. She has appeared on all of the major TV networks, numerous magazines, hundreds of radio shows, and quoted in many newspapers, including a USA Today cover story. Leslie speaks and writes from the position of one who knows what it takes to live and work with enthusiasm, integrity, and resiliency.

The afternoon sessions will include a presentation by SME and QoE in regards to maintaining your investment in airfield pavement, as well as the very popular and informative Air Carrier/Large and Small General Aviation roundtable discussions where Office of Aeronautics staff will be presenting the Aero PM IT Project Presentation.

Thursday's sessions include a presentation by Explorer Solutions on capturing other sources of revenue for your airport. The second business session on Thursday will be a presentation by Chad Wiebesick, Social Media and Interactive Marketing Director of the Michigan Economic Development.

The grand finale of our conference will be our most honored tradition of recognizing the Airport Sponsor and Consultant of the Year, followed by the "Passport" prize drawing. Closing the conference in this way is important because it celebrates our successes and encourages us to continue the pursuit of excellence. We truly hope to see you this year and remind you that this is YOUR CONFERENCE, and its success depends on YOUR PARTICIPATION!

## AGENDA

### WEDNESDAY, FEBRUARY 20, 2013

7:30 a.m.	Continental Breakfast with Exhibitors
8:30 a.m.	<b>WELCOME AND OVERVIEW</b>
8:45 a.m. session	<b>MDOT-AERONAUTICS UPDATE</b>
9:45 a.m. session	<b>FAA UPDATE</b>
10:30 a.m.	Break with Exhibitors
10:45 a.m. session	<b>E-NOTAM SYSTEM IMPLEMENTATION</b>
12:00 noon	Luncheon - <b>KEYNOTE SPEAKER</b> Leslie Charles
1:30 p.m. session	<b>MAINTAINING YOUR INVESTMENT-AIRFIELD PAVEMENTS</b>
3:00 p.m.	Break with Exhibitors
3:30 p.m. session	<b>AIR CARRIER &amp; LARGE GENERAL AVIATION ROUNDTABLE</b>
	<b>SMALL GENERAL AVIATION ROUNDTABLE</b>
5:30 p.m.	<b>LEGISLATIVE RECEPTION with EXHIBITORS</b>

### THURSDAY, FEBRUARY 21, 2013

8:00 a.m.	Continental Breakfast with Exhibitors
8:15 a.m.	<b>MAAE General Membership Meeting</b>
9:00 a.m. session	<b>OTHER SOURCES OF REVENUE FOR YOUR AIRPORT</b>
10:00 a.m.	Break with Exhibitors
10:45 a.m. session	<b>PROMOTING YOUR LOCAL AIRPORT IN YOUR COMMUNITY</b>
11:45 a.m.	Awards Luncheon

## DOOR PRIZES & SPONSORSHIPS

Door prizes have proven to be a good advertising medium. If you have items you would like to donate, we would certainly appreciate your participation and, of course, your company would receive appropriate recognition for donating the prize.

Make the most of your company's investment by participating as a Conference Sponsor. Sponsors provide an invaluable service to MAAE by supporting the learning and networking opportunities of the association. As a sponsor, your company will receive special recognition in addition to the appreciation we normally bestow.

Available Sponsorships  
Platinum - \$2,000  
Gold - \$1,500  
Silver - \$1,000  
Bronze - \$500

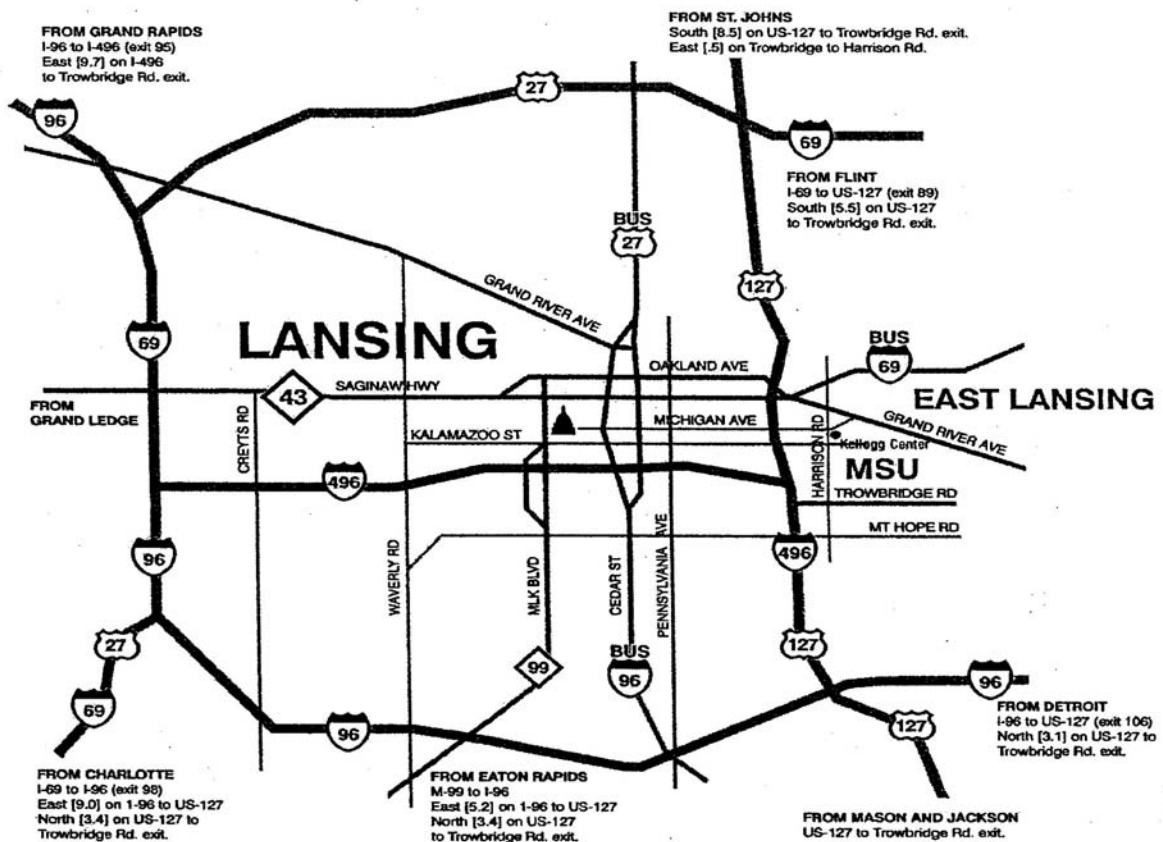
**If you are interested in becoming a sponsor and/or donating door prizes, please contact conference committee members listed below:**

Eric Jaroch: 989-390-2398 or [eric.jaroch@gmail.com](mailto:eric.jaroch@gmail.com)  
Shawn Jezak: 517-977-1172 or [maae@michairports.org](mailto:maae@michairports.org)  
Judy Baker: 517-335-9568 or [bakerj@michigan.gov](mailto:bakerj@michigan.gov)

## **CONFERENCE LOCATION**

The conference is being held at the Kellogg Hotel & Convention Center in East Lansing, Michigan. For reservations, please call: 800-875-5090. A block of rooms has been reserved at a group rate of **\$95 standard single/double** and **\$105 deluxe or luxury single/double** (plus applicable taxes). The Kellogg Hotel & Convention Center is conveniently located at 219 South Harrison Road in East Lansing, Michigan. **These rates are guaranteed through January 25, 2013. Be sure to mention you are attending the Michigan Airport Conference when making your reservations.** Online room reservations are available at [www.kelloggcenter.com](http://www.kelloggcenter.com)

### **Directions to Kellogg Hotel & Convention Center:**



### **MICHIGAN AIRPORT CONFERENCE**

February 20 – 21, 2013

### **KELLOGG HOTEL & CONFERENCE CETER**

219 South Harrison Road  
East Lansing, Michigan 48824  
800-875-5090  
[www.kelloggcenter.com](http://www.kelloggcenter.com)

**2013 Michigan Airport Conference  
February 20 - 21, 2013  
Kellogg Hotel & Conference Center  
East Lansing, Michigan 48824**

***GENERAL REGISTRATION FORM***

Last Name _____	First Name (to appear on name tag) _____
Representing Agency/Company _____	Type of Business _____
Mailing Address _____	
City _____	State _____ Zip Code _____
Phone: _____ Fax: _____ E-Mail Address: _____	

**PLEASE tell us: For future mailings, do you prefer mail or e-mail?** \_\_\_\_\_

**REGISTRATION FEES AND INFORMATION**

*There is no reduced rate for partial attendance.*

	<u>Cost</u>	<u>AMOUNT PAID</u>
<b>If postmarked by February 1, 2013</b>		
Full Conference Registration (cost includes Reception) .....	\$125.00	_____
<b>If postmarked AFTER February 1, 2013 or On-Site Registration</b>		
Full Conference Registration (cost includes Reception).....	\$145.00	_____
Reception ONLY.....	\$ 40.00	_____
(no sessions or meals)		
	<b>Total:</b>	_____

**PLEASE MAKE CHECKS PAYABLE TO M.A.A.E. – No refunds after February 1, 2013**

Send registration form and payment to:    MAAE  
6126 Trumbull Street  
Lansing, Michigan 48911  
Phone: 517-977-1172    Fax: 517-977-1180  
E-mail: [maae@michairports.org](mailto:maae@michairports.org)

**To make a payment with a credit card, please complete the following and mail or fax to the above. We accept Visa and MasterCard.**

Card Number: \_\_\_\_\_      Expiration Date: \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_

**To assist in meals and seating arrangements, please complete the following:**

**WEDNESDAY**

Continental Breakfast    \_\_\_ Yes    \_\_\_ No  
Lunch    \_\_\_ Yes    \_\_\_ No  
Reception    \_\_\_ Yes    \_\_\_ No

**THURSDAY**

Continental Breakfast    \_\_\_ Yes    \_\_\_ No  
Awards Lunch    \_\_\_ Yes    \_\_\_ No

Vegetarian Lunches \_\_\_\_\_

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*See Reverse Side for Professional Development Financial Assistance Information*

**2013 Michigan Airport Conference  
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Kellogg Hotel & Conference Center  
East Lansing, Michigan 48824  
*VENDOR REGISTRATION FORM***

\_\_\_\_\_  
Last Name First Name (to appear on name tag)  
\_\_\_\_\_  
Representing Agency/Company Type of Business  
\_\_\_\_\_  
Mailing Address  
\_\_\_\_\_  
City State Zip Code  
Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

**PLEASE tell us: For future mailings, do you prefer mail or e-mail?** \_\_\_\_\_

**(Please submit one registration form for each person attending)**

The registration fee includes an 8'x10' booth with pipe and drape, skirted table, two chairs, all conference sessions and materials, meals, and breaks for one person. For special arrangements, please contact the hotel directly at 517-432-4000. **There is no reduced rate for one day attendance. Deadline for vendor registration is February 1, 2013.**

	<u><b>Cost</b></u>	<u><b>Amount Paid</b></u>
Booth	@ \$450.00/ea	_____
Additional Attendee(s) ( <b>LIMIT 2</b> )	@ \$100.00/ea	_____
	<b>Total:</b>	_____

Electricity needed in booth: \_\_\_\_\_

Booth Number Preference: 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_

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6126 Trumbull Street  
Lansing, Michigan 48911  
Phone: 517-977-1172 Fax: 517-977-1180  
E-mail: [maae@michairports.org](mailto:maae@michairports.org)

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*See Reverse Side for More Vendor Information*

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### Available Sponsorships

**Platinum - \$2,000**

**Gold - \$1,500**

**Silver - \$1,000**

**Bronze - \$500**

## EXHIBITORS

The conference display area offers your company an excellent opportunity to promote and exhibit your products and/or services to a large, diverse group of individuals involved in varied aspects of aviation. Time with exhibitors is scheduled to encourage attendees to visit the exhibit area. The "Legislative Reception with Exhibitors," has proven to be a positive tool in providing vendors an additional opportunity to meet and mingle with conference attendees.

## EXHIBIT INFORMATION

All continental breakfasts, breaks, luncheons, and the reception will be held in the exhibit area.

Location: Big Ten Room  
Setup: Tuesday, Feb. 19: 5:00 p.m. – 10:00 p.m.  
Show: Wednesday, Feb. 20: 7:30 a.m. – 7:00 p.m.  
Thursday, Feb. 21: 8:00 a.m. – Noon  
Dismantle: Thursday, Feb. 21: 1:30 p.m.

Each booth will be provided with pipe and drape, skirted table and 2 chairs. Also included are all conference sessions and materials, meals, and breaks for one person. Accompanying individuals will be charged an additional fee.

## EXHIBIT BOOTH ASSIGNMENT

Please reference the exhibit booth layout design shown below and select your top three location preferences on the Registration Form. We will strive to accommodate your request. Booths will be reserved based on availability and when payment is received.

## EXHIBIT BOOTH REGISTRATION FEE

Exhibitor Registration: \$450  
Accompanying Individual(s): \$100

Vendor registration deadline is February 1, 2013. Refund requests for cancellations will not be honored after February 1, 2013.



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Eric Jaroch: 989-390-2398 or [eric.jaroch@gmail.com](mailto:eric.jaroch@gmail.com)  
Shawn Jezak: 517-977-1172 or [maae@michairports.org](mailto:maae@michairports.org)  
Judv Baker: 517-335-9568 or [bakeri@michigan.gov](mailto:bakeri@michigan.gov)





## **Professional Development Financial Assistance Delegate Application**

**Instructions:** You must be employed by an airport or be a board member in the state of Michigan at the time the assistance is made. FAA part 139 Airports are not eligible. The intent of this assistance is to encourage increased attendance by our colleagues located at the very small and rural airports in Michigan so that they have the ability to obtain knowledge gained from the many training programs, roundtable session and other networking opportunities. You do not need to be a member of MAAE to receive this assistance.

The funding for this program is being provided by the Michigan Department of Transportation Office of Aeronautics by way of a training grant to the MAAE. Hotel and travel costs are at your own expense.

Your conference registration cost will be covered by this application when approved.

For questions, please contact Shawn Jezak at 517- 977-1172 or by email at [maae@michairports.org](mailto:maae@michairports.org).

**Applications must accompany Conference Registration in lieu of Registration Fee.**

Conference Date: February 20 - 21, 2013

Conference Location: Kellogg Hotel & Conference Center – East Lansing, Michigan

Name: \_\_\_\_\_

Airport: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_